

## Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 FEA-01 OES-07 CIAE-00 INR-07

NSAE-00 /038 W

-----048837 020436Z /20

R 011510Z NOV 77  
FM AMEMBASSY BUENOS AIRES  
TO SECSTATE WASHDC 2986  
USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: FOURTH QUARTER AND ANNUAL FY 77 CCP REPORT

1. CAMPAIGN NO 1 - POWER GENERATION EQUIPMENT: MARKET SURVEY UPDATE - THOUGH INITIATED - HAS NOT BEEN COMPLETED. AS POWER REMAINS A CAPAIGN IN NEXT CCP WILL DO BEST TO COMPLETE UPDATE BEFORE DEPARTURE OF CAMPAIGN MANAGER FROM POST IN JUNE 78. TECHNICAL SEMINAR HAS NOT YET BEEN ORGANIZED. THIS TOO IS AN ACTION WHICH IT WOULD BE WORTH PASSING ON TO THE NEW YEAR. REPRESENTATION FUNCTIONS FOR DECISION MAKERS IN POWER SECTOR NOT HELD. TIME AND ATTENTION HAVE BEEN GIVEN IN GREATEST MEASURE TO ACTION NO 5 - ASSITING SUPPLIERS IN OBTAINING CONTRACTS FOR YACIRETA-APIPE HYDROELECTRIC PROJECT. AS THIS IS THE SINGLE MOST IMPORTANT PROJECT UNDERWAY IN ARGENTINA TODAY, THE TIME HAS BEEN WELL SPENT. CM HAS WORKED LONG AND CLOSELY WITH LOCAL REPRESENTATIVES OF INTERESTED US FIRMS.

2. CAMPAIGN NO 2 - PETROCHEMICAL AND CHEMICAL CAMAPIGN: THIS CAMPAIGN HAS BEEN THE MOST SUCCESSFUL OF THE FIVE UNDERTAKEN BY POST, AND ALL CREDIT IS DUE TO ITS CM, EUGENIO PALLARES. NO SUITABLE ARTICLES FOR PUBLICATION WERE FOUND FOR THIS SECOTR DURING THE YEAR. WE ARE UNCLASSIFIED

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ATTEMPTING TO DIVERSIFY OUR SOURCES FOR ARTICLES TO RESOLVE THIS PROBLEM IN THE UPCOMING FISCAL YEAR.

3. CAMPAIGN NO 3: OILFIELD EQUIPMENT: THIS CAMPAIGN ALSO MET WITH CONSIDERABLE SUCCESS. THE FIRST DRAFT OF THE MARKET SURVEY ON THIS SECTOR IS NOW READY. THE ONLY SIGNIFICANT GOAL IT DID NOT PROVE POSSIBLE TO ACHIEVE WAS

THAT OF OBTAINING A SPEAKER TO GIVE A SEMINAR ON OFFSHORE OIL OPERATIONS THROUGH THE AMERICAN SPECIALISTS PROGRAM. IT MAY PROVE POSSIBLE TO DO SO IN THE COMING YEAR. CM WAS SUCCESSFUL IN ACQUIRING HIGH LEVEL CONTACTS IN THE OIL INDUSTRY THROUGH HIS MEMBERSHIP IN THE BUENOS AIRES PETROLEUM CLUB. THIS CLUB, A GATHERING OF OIL COMPANY EXECUTIVES, SUPPLIERS, AND GOVERNMENT OFFICIALS, PERMITTED CM TO STAY ABREAST OF NEW DEVELOPMENTS IN THE OIL INDUSTRY.

4. CAMPAIGN NO 4 - STEELMAKING EQUIPMENT: TIME DID NOT PERMIT THE COMPLETION OF THE MARKET SURVEY FOR THIS SECTOR. THIS EFFORT WILL BE SUSPENDED IN THE INTEREST OF WORKING ON SURVEYS OR OTHER SECTORS, SUCH AS COMMUNICATIONS, DURING THE NEW FY.

5. CAMPAIGN NO 5 - HEAVY ONSTRUCTION AND EARTH MOVING EQUIPMENT: THE MARKET SURVEY ON THIS SECTOR IS NOW GOING INTO FINAL DRAFT. IT IS A USEFUL AND THOROUGH REPORT, WHICH, DURING ITS ACCOMPLISHMENT, PERMITTED ITS DRAFTER TO ESTABLISH A WIDE RANGE OF CONTACTS AND ACQUIRE A SOLID UNDERSTANDING OF THE MECHANICS OF THE SECTOR. TWO OF THE SITE VISITS PLANNED BY THE CM COULD NOT BE ACCOMPLISHED, LARGELY BECAUSE OF CM'S EARLY TRANSFER FROM POST.

6. NON-CAMPAIGN ACTIVITIES: THERE WERE NOT SUFFICIENT UNCLASSIFIED

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REOURCES AT HAND TO COMPLETE THE PULP AND PAPER MARKET SURVEY. THE FOREIGN BUYER PROGRAM ACTIVITY WAS CARRIED OUT WITH CONSIDERABLE SUCCESS. SIX SHOWS IN THE US WERE PROMOTED IN COOPERATION WITH A LOCAL TOUR WHOLESALE OPERATOR. THE THE PULP & PAPER MARKET SURVEY WAS NOT UNDER-TAKEN, MAJOR AND SUCCESSFUL EFFORT WAS PUT INTO REPORTING ON THE MAJOR PROJECTS IN THE PULP AND PAPER SECTOR, AN EFFORT WHICH HAD NOT BEEN ANTICIPATED, AND WHICH IN TERMS OF TIME EXCEEDED THAT EXPENDED ON A NUMBER OF THE CAMPAIGNS. THE EMBASSY SUPPORTED ONE TRADE EVENT ON METALWORKING EQUIPMENT AT USIS'S LINCOLN CENTER DURING THE COURSE OF TYEAR. OPPORTUNITIES T SUPPORT COMMUNICATIONS AND PROCESS CONTROL SHOWS DID NOT ARISE.

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7. ANNUAL COUNTRY COMMERCIAL PROGRAM ASSESSMENT: THE CAMPAIGNS AND NON-CAMPAIGN ACTIVITIES WERE ALL QUITE APPROPRIATE; THERE ARE NO CHANGES IN RETROSPECT TO RECOMMEND, EXCEPT PERHAPS IN TERMS OF REORDERING OF PRIORITIES (IE THE PULP AND PAPER SECTOR PROBABLY MERITED CAMPAIGN TREATMENT WHILE THE STEELMAKING SECTOR COULD HAVE BEEN TREATED UNDER "MAJOR PROJECTS".)

8. THE CCP HAS ONCE AGAIN PROVEN ITSELF TO BE AN INVALUABLE TOOL IN FOCUSING THE COMMERCIAL UNIT'S EFFORTS ON EXPORT PROMOTION ACTIVITIES. THERE IS NO DOUBT THAT WITHOUT THIS FRAMEWORK OUR TRADE PROMOTION WORK WOULD HAVE BEEN LESS EFFECTIVE. AS IT WAS WE DEVOTED A SIGNIFICANT PROPORTION OF OUR TIME GATHERING COMMERCIAL INTELLIGENCE ON AND SUPPORTING THE SALES EFFORTS OF US FIRMS IN THOSE AREAS WHERE INCREMENTAL SALES POSSIBILITIES WERE MOST LIKELY.

9. THIS YEAR'S CCP WAS OVERAMBITIONOUS, GIVEN THIS POST'S STAFFING LEVEL. WHEN CONCEIVED WE WERE EXPECTING THE ASSIGNMENT OF AN ADDITIONAL FSO TO THE SECTION, AN EXPECTATION WHICH PROVED ILLUSORY. THE ELIMINATION OF THE SIXTH CAMPAIGN (SHIPBOARD EQUIPMENT) DID NOT PROVE TO BE SUFFICIENT COMPENSATION. (FOR FY 78 AN ADDITIONAL CAMPAIGN HAS BEEN ELIMINATED, BRINGING THE TOTAL TO FOUR,  
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AND THE WORKLOAD UNDER NON-CAMPAIGN INITIATIVES REDUCED.) A SIGNIFICANT AMOUNT OF OVERTIME WAS NECESSARY, BOTH "BY FSO'S AND FSL'S". FUNDING LEVELS, HOWEVER, WERE ADEQUATE. TOTAL FSO MAN HOURS WERE 220 (ONE MAN YEAR) LESS THAN INDICATED IN TABLE II (A). THIS RESULTED IN CONSIDERABLY LESS TIME BEING SPENT ON "MARKET RESEARCH" AND "TRADE PROMOTION EVENT SUPPORT"; "MAJOR PROJECTS"; AND "TOP'S" PROBABLY ALSO RECEIVED

LESS ATTENTION THAN ORIGINALLY PLANNED. A SIGNIFICANT INCREASE IN OUR WTDR WORKLOAD RESULTED IN MORE TIME BEING SPENT ON THIS ACTIVITY THAN ORIGINALLY ESTIMATED. FINALLY, NON E/C ACTIVITIES TOOK MORE TIME THAN ANTICIPATED. (FOR EXAMPLE, THE COMMERCIAL ATTACHE SPENT APPROXIMATELY 15 MAN DAYS TRAVELING IN THE INTERIOR ACTING AS STAFF AIDE TO THE AMBASSADOR.).

10. TABLES SUMMARIZING CHANGES IN USE OF PERSONNEL AND FINANCIAL RESOURCES BY "ACTIVITY" FOLLOW:

USE OF PERSONNEL RESOURCES

(MAN DAYS)

INCREASE/

ACTIVITY	PLANNED	ACTUAL	DECREASE
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TRADE PROMOTION

EVENT SUPPORT 65 10 (-55)

MARKET RESEARCH 170 55 (-115)

MAJOR PROJECTS 160 195 (PLUS 35)

TRADE OPPORTUNITIES 275 180 (-95)

WTDR 165 225 (PLUS 60)

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BUSINESS SERVICES 700 725 (PLUS 25)

NON E/C ACTIVITIES 128 130 (PLUS 22)

USE OF FINANCIAL RESOURCES

(US \$)

ACTUAL PLANNED DIFFERENCE

TRAVEL \$3,960 \$4,810 \$850

REPRESENTATION \$1,514 \$3,000 \$1,486

CONTRACT SERVICES \$14,471 \$14,944 \$473

ACTUAL LEVELS WERE BELOW PLANNED LEVELS LARGELY BECAUSE ACTUAL STAFFING LEVEL BELOW THAT ASSUMED IN CCP.  
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